



Ignite Idaho Tourism

The year in quick review!

Karen Ballard, Administrator

Idaho Division of Tourism Development



ADVENTURES IN LIVING

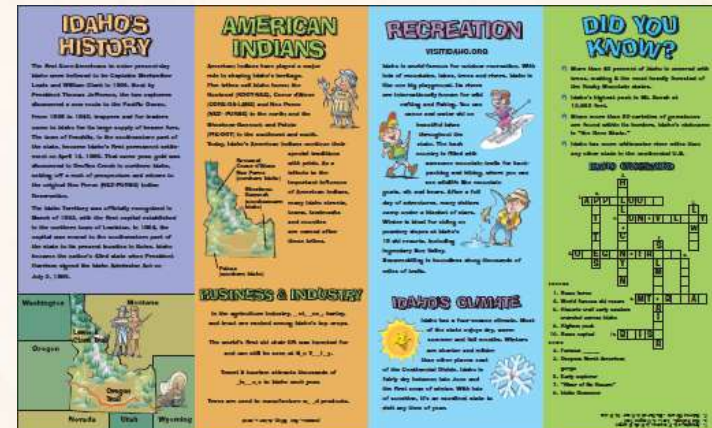
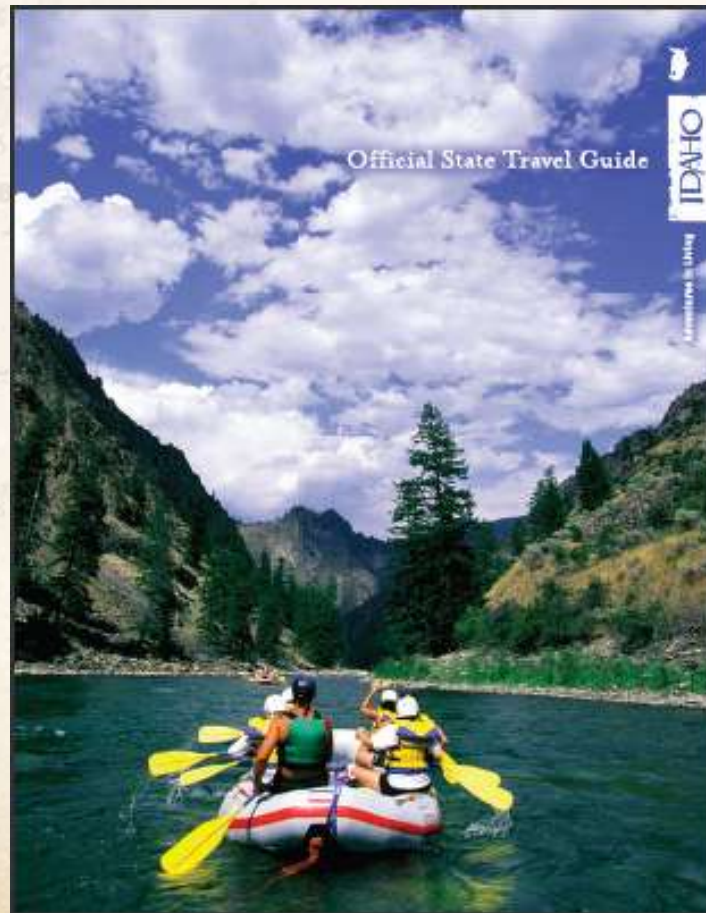
Travel and Tourism: An Economic Engine for Idaho

Tax collections for FY 09 are down only 5.8% from last year's record collections which were up 6.96% from FY07



Travel and Tourism: Informational Marketing

Collateral to inform and ask for the order



Travel and Tourism: Idaho Film Office



Adventures in Living.

Travel and Tourism: Awarding Winning Advertising



US Travel Association
Mercury Award Winner
Best Print Advertising
National Council State
Tourism Directors



Travel and Tourism: Inspirational Marketing

Fresh, captivating content with purpose



The little squiggly lines on the map lead to big squiggly lines on faces.

Stretch your imagination further than the average, mainstream getaway. Come to Idaho. Here, you'll get more bang for your vacation buck, to keep you smiling long after your adventure ends. Order a free travel guide and view package deals at visitidaho.org or call 1.800.VISIT.ID.

Adventures in Living. IDAHO



Official State Travel Guide

See More at flickr


See more at twitter

RT @beoutsideidaho: Animals are our passion. Zoo Boise presents #Dr. Jane Goodall, April 9. Tickets available: <http://tinyurl.com/iddwhzd>

RT @visitsunvalley: Storm warning in effect in the mountains today-powder on the way?

Celebrate Family Day - Sunday March 15 @ Brundage Resort. Free lift tickets for Moms & Kids 17 & under. <http://tinyurl.com/aeu5z>

INTERACTIVE MAP



Rich memories.
Affordable adventures.

visitidaho.org | 800.VISIT.ID

Adventures in Living. IDAHO

Travel and Tourism: Print Co-op Campaigns



Rich memories.
Affordable adventures.

Coeur d'Alene, your lakeside playground

There may not be another place on earth that combines so much outdoor recreation with breathtaking views as well as Coeur d'Alene. Make it The Coeur d'Alene Resort, where after having the world famous fishing gear, you'll make 90,000 square feet of white granite for one of America's most majestic bodies of water. Or enjoy dining on a mountain lake-side gourmet restaurant and then be friends.


Hotel Bonanza at your side, a stay at Bonanza, the Northwest's largest Three-Hill, is a must. Experience over 1500 acres and over 1000 plus Bonanza Dwellers, a 12-acre water park, and the resort's 100-foot tall steel roller coaster. Adventure. Whether your visit is work or play, we'll provide everything you'll need to be the destination you'll want to visit again, and again, and again.

COEUR D'ALENE
your lakeside playground
www.coeurdalene.org 800.836.6666

STONEWOOD RESORTS
www.stonewoodresorts.com 800.836.6666



Search for a beautiful beach that's more than the average mountain getaway. Come to Idaho. There, you'll get more bang for your buck, as long as you're long after your adventure ends. Order a few resort packages and your package deals in [idahogolf.com](http://www.idahogolf.com) or call 1-800-NIMH-10.



Take a pilgrimage to some of Idaho's holiest sites.

Play the Idaho Golf Trail.


Make Northern Idaho your new golf destination. Here, you can play the Northern Loop of the Idaho Golf Trail. Packed to check for bonus and more enjoying their mountain lakes, you'll find 12 world-class challenging golf courses.

Start off at Stoneridge Golf and Recreational Center by a par 72 championship golf course complemented by the natural beauty of Mount Spokane and Lake Sun Belt. There's also something in The Coeur d'Alene Golf and Spa Resort Course, the 4th most golf course in the nation.

and home of the famous Flaming Gorge. Reach the top of the par 74 Circling Raven Golf Club, with a dense forest, scenic overlooks, golf course, and sand traps.

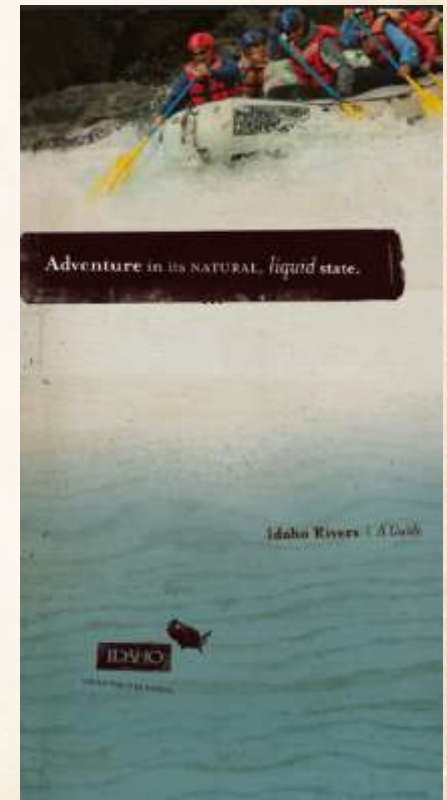
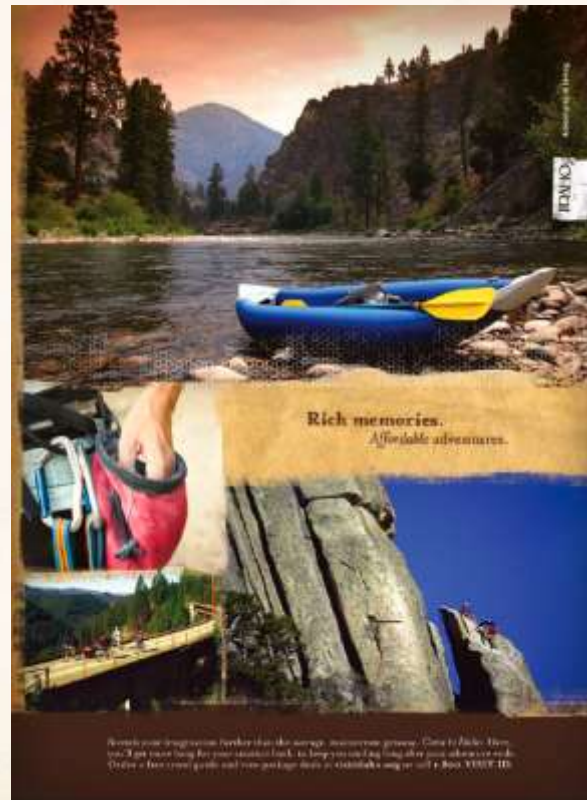
Northern Idaho is where the way is just as great as the play. Many courses now offer spring sales packages at some of the best, including Stargate Coeur d'Alene Resort. Visit at Stoneridge and 184, go to Circling Raven. To book online packages on the Golf Trail, visit www.idahogolf.com, or call 1-800-IDAHO.

Stay for the food or drink or enjoy the view.



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Travel and Tourism: Whitewater Program



Travel and Tourism: ISAA – Ski



UN-HIBERNATE

downhill ski cross country ski snowmobile other activities packages mountain mobile app

Un-Hibernate

Unleash the family from the mundane, everyday winter season and head to Idaho. Your adventure is waiting, so come and get it.

SPRING SKIING

Everyone loves Spring Skiing in Idaho. [More](#)

- Enter the Powder to the People Contest!
- Snow conditions
- Road conditions
- Tell us your Winter Story
- Follow us on Twitter
- 2010 training opportunities
- Order Travel Guide



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Travel and Tourism: Snowmobile Co-op

www.SLED THE ROCKIES!

IDAHO MONTANA WYOMING

HOME CONTEST SLED SITEMAP CONTACT US

WIN A TOTALLY SWEET SLEDTRIP FOR 4 CONTEST 08/09 ENTER TO WIN

BEST OF THE WEST 3

It's a winter wonderland out here in the Rocky Mountain region. Escape to endless blue skies, horizons of snow-capped peaks, blanketed valleys of white and breathtaking scenery, all within the boundaries of three great states: Idaho, Montana and Wyoming.

State and local tourism organizations are ready to make your winter adventure a dream come true with information on each state's great snowmobiling opportunities. Check out your preferred spot and find out why snowmobiling the Rockies really is the best in the west-ness there!

[SLED VIDEO GALLERY](#) [SNOWMOBILE IN YELLOWSTONE](#)

IDAHO

Carve out some quality time together in **IDAHO**

Nature's multiplex for winter recreation in Mountain Home Fairfield.

Start your journey in Mountain Home and ride the Anderson Ranch Recreation Area, a well-marked network of more than 380 miles of groomed trails. Experience the fabulous Trinity Mountains and the rolling hills of Cat Creek. Popular paths include Trinity Lakes, Pfeiffer Creek, James Creek, Burnt Creek and Wagon Town Loop.

Continue your adventure through south central Idaho and visit Fairfield, an undiscovered snowmobiling paradise. From the wide-open Camas Prairie to the adjacent foothills and Smokey Mountains within the Sawtooth National Forest, riders can enjoy beautiful vistas and nearly 200 miles of groomed trails. Seemingly endless off-trail opportunities are also waiting to be explored, ranging from beginner to expert.

Travel and Tourism: Be Outside Idaho



Day View



Night View

Travel and Tourism: National Geographic MapGuide



Children in Nature



Voluntourism



Scenic Byways



Interactive Maps



Social Idaho



Free Publications



Interactive Travel Guide



Idaho Outfitters and Guides Association

Partner Links:



National Geographic
Center for Sustainable
Destinations



National Geographic
MapGuide

[free publications](#) | [e-newsletters](#) | [news & media](#) | [maps & images](#) | [related idaho sites](#)



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Travel and Tourism: Voluntourism

New online statewide program that integrates volunteering opportunities with tourism



Travel and Tourism: Trade Shows and Events



Travel and Tourism: International



Travel and Tourism: Travel Council



Travel and Tourism: Boise Round-Up, Sun Valley day trip



Travel and Tourism: Food & Wine Media Tour



Please join the Idaho Division of Tourism Development,
the Idaho State Department of Agriculture, Idaho Scenic Byways
and the Idaho Grape Growers and Wine Producers Commission

"Taste and Tour Snake River Canyon Scenic Byway"

Tuesday, June 10

Arrive at 9:45am
Hampton Inn & Suites
495 S Capitol Blvd

Enjoy all that the Byway has to offer including
scenic beauty and the best in local foods and wines.

If interested, please contact:

Diane Norton or Kellie Kluksdal
Idaho Division of Tourism Development

208-334-2470 ext. 2149 or 2152
diane.norton@tourism.idaho.gov
kellie.kluksdal@tourism.idaho.gov



Travel and Tourism: Social Media

Branded content channels on:



Travel and Tourism: Welcome to Sun Valley

Idaho Conference on **Recreation & Tourism**

May 5-7, 2009 |



IDAHO

ADVENTURES IN LIVING

Agenda subject to change

Welcome Don Dietrich
Director, Idaho Department of Commerce
Appointed April 10th, 2008
Confirmed February 17th, 2009



Adventures in Living.